

not very knowledgeable involves issues associated with freshwater drainage and the associated impacts on estuarine water quality.

Most respondents expressed strong concerns over water pollution problems in North Carolina and in the Albemarle-Pamlico study area. They were less concerned over pollution as it got closer to home (i.e., in their own county or for their own drinking water). This may indicate a tendency to feel that water pollution is "somebody else's problem". Several findings clearly indicate that most people mainly associate water quality problems with point source pollution, especially industrial waste discharge. This type of pollution is more visible and tends to capture media attention when a spill or other discharge adversely affects a water body. Nonpoint sources of pollution, associated with land use, tend to be less readily understood as causes of pollution.

Conflicts over the use and management of natural resources will likely become increasingly evident as resource use intensifies. When asked to choose between management of such resources for the common benefit and management of these resources for private benefit, most respondents believed that public benefits need to be protected. This is true even when asked to balance private land owners' rights with the public interests. When these results are coupled with the strong environmental values and beliefs respondents expressed, we conclude that respondents will support environmental protection even at the expense of economic growth and private land owners rights.

Respondents clearly feel that far too little is being done to control pollution problems. In particular, they feel that the government is doing too little to control pollution from all sources. Furthermore, most agreed that there is far too little enforcement of existing water pollution regulations. Many respondents feel that the state government should spend more money on controlling pollution. There are also indications that a majority of people would, themselves, be willing to pay higher taxes to support such programs. However, most respondents clearly feel that polluters should mainly be responsible for paying any increased costs of pollution control. People need to learn that we all pay for pollution control even if the payments are indirect (i.e., through higher priced products and services).